

What is claimed is:

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a1 1. A sales promotion controlling system based
on direct mail issued using online communicating
5 means corresponding to an Internet technology,
comprising:

a browsing determining device for determining
whether or not issued direct mail was browsed; and

10 a sales promotion controlling device for
controlling sales promotion activities for
commodities advertised by the direct mail
corresponding to the determined result of said
browsing determining device.

15 2. The system as set forth in claim 1,

wherein said sales promotion controlling
device is a sever device for use with a point-of-
sales (POS) information managing system or an
online shopping system and controls an assignment
20 state of a benefit to a commodity purchasing
activity by a recipient of the direct mail on the
POS information managing system or the online
shopping system based on the determined result of
said browsing determining device .

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3. The system as set forth in claim 1,
wherein said sales promotion controlling
device is a sever device for use with a point-of-
sales (POS) information managing system or an
5 online shopping system and analyzes an effect of
the issuance of the direct mail based on the
determined result of said browsing determining
device and a transaction history of commodities on
the POS information managing system or the online
10 shopping system.

4. The system as set forth in claim 1,
wherein said sales promotion controlling
device controls the issuance state of the direct
15 mail based on the determined result of said
browsing determining device.

5. The system as set forth in claim 1,
wherein the direct mail is issued as
20 electronic mail with a direct mail open acknowledge
message request option, and

wherein said browsing determining device
determines whether or not the issued direct mail
was browsed basd on the direct mail open
25 acknowledge message returned from a recipient of

the electronic mail.

6. The system as set forth in claim 1,
wherein the direct mail is issued using a
5 sales promotion homepage, and

wherein said browsing determining device
determines whether or not the issued direct mail
was browsed based on a returned result of a form
provided on the sales promotion homepage returned
10 by a customer who browsed the sales promotion
homepage.

7. A server for controlling direct mail issued
using online communicating means based on an
15 Internet technology, comprising:

a first storing unit storing a customer to
whom direct mail describing sales promotion
information was transmitted;

a second storing unit storing information
20 representing whether or not the customer to whom
direct mail was transmitted browsed the direct
mail; and

a third storing unit storing information about
commodities,

25 wherein said third storing unit stores sales

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promotion information of direct mail in
correspondence with commodities.

5 8. A server for controlling direct mail issued
using online communicating means based on an
Internet technology, comprising:

a first storing unit storing information about
a customer to whom direct mail describing sales
promotion information was transmitted; and

10 a second storing unit storing information
about each customer,

wherein said second storing unit stores
information representing whether or not each
customer browsed the direct mail in correspondence
15 with each customer.

20 9. A processing apparatus for processing a
service corresponding to direct mail issued using
online communicating means based on an Internet
technology, comprising:

a first storing unit storing information about
a customer to whom direct mail describing sales
promotion information was transmitted;

25 a second storing unit storing information
representing whether or not the customer to whom

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direct mail was transmitted/ browsed the direct mail;

an identifying unit identifying the customer who uses the service;

5 a determining unit determining whether or not the direct mail was transmitted to the customer with reference to said first storing unit and determining whether or not the customer browsed the direct mail with reference to said second storing
10 unit when the customer is identified by said identifying unit; and

a processing unit providing different services depending on whether the direct mail was not transmitted to the customer, the customer did not
15 browse the direct mail, or the customer browsed the direct mail corresponding to the determined result of said determining unit.

10. A processing apparatus for processing a
20 service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about direct mail transmitted to a customer;

25 a second storing unit storing information

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representing sales promotion in correspondence with commodity information; and

a settling unit settling a transaction performed with the customer,

5 wherein said settling unit references said first storing unit, determines the transmission state of the direct mail to the customer, references said second storing unit, determines whether or not the customer purchased commodities
10 with respect to the sales promotion, and provides a service to the customer based on the determined result.

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11. A sales promotion controlling method based
15 on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

controlling sales promotion activities for
20 commodities advertised by the direct mail based on the determined result.

12. A sales promotion controlling method based
on direct mail issued using online communicating
25 means based on an Internet technology, comprising:

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determining whether or not issued direct mail was browsed; and

controlling an assignment state of a benefit to a commodity purchasing activity by a recipient
5 of the direct mail on a POS information managing system or an online shopping system corresponding to the determined result.

13. A sales promotion controlling method based
10 on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

analyzing an ~~effect~~ ^{effect} of the issuance of the
15 direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system.

20 14. A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

25 controlling an issuance state of the direct

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mail based on the determined result.

15. The method as set forth in claim 11, further comprising:

5 issuing the direct mail an electronic mail with a direct mail open acknowledge message request option; and

10 determining whether or not the issued direct mail was browsed based on the direct mail open acknowledge message returned from the recipient of the electronic mail.

16. The method *a* as set forth in claim 11, further comprising:

15 issuing the direct mail using a sales promotion homepage; and

20 determining whether or not the issued direct mail was browsed based on a returned result of a form provided on the sales promotion homepage returned by a customer who browsed the sales promotion homepage.

25 17. A record medium from which a computer reads a program, the program causing the computer to perform:

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determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

controlling sales promotion activities for commodities advertised by the direct mail based on the determined result.

18. A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result.

19. A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

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analyzing an effect of the issuance of the
direct mail based on the determined result and a
transaction history of commodities on a POS
information managing system or an online shopping
5 system.

20. A record medium from which a computer
reads a program, the program causing the computer
to perform:

10 determining whether or not direct mail issued
using online communicating means based on an
Internet technology was browsed; and

controlling an issuance state of the direct
mail based on the determined result.
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